

~~This listing of claims will replace all prior versions, and listings, of claims in the application:~~

**Listing of Claims:**

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*5* Claim 1 (presently amended) A method of advertising on a computer network comprising:  
~~incorporating one or more advertising images into an interactive game;~~  
presenting at least one initial advertising image or message;  
~~presenting an~~the interactive game to one or more players via the computer network, said  
interactive game including at least one additional advertising image or message; and,  
~~prompting the one or more players to access the at least one initial advertising image or~~  
~~message as a prerequisite~~advertising material associated with the one or more advertising images  
to playing the interactive game; and  
~~wherein the advertising material is accessible independent of accessing an advertiser's~~  
website.

*Q1*  
Claim 2 (presently amended) The method of claim 1 wherein at least one additional advertising  
image or message is an active element of the game.

Claim 3 (presently amended) The method of claim 1 wherein the game is a trivia game and the  
associated additional advertising image or messagematerial provides clues to answer trivia  
questions.

Claim 4 (original) The method of claim 1 further comprising prompting the one or more players  
to access advertising material from an advertiser's website to progress in the interactive game.

Claim 5 (original) The method of claim 1 further comprising providing one or more prizes to one  
or more winning players.

Claim 6 (original) The method of claim 1 further comprising:  
compiling information on the one or more players; and  
tailoring advertising content of the interactive game to the one or more players.

Claim 7 (original) The method of claim 1 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 8 (presently amended) A method in a computer system for accommodating advertising content in an interactive game comprising:

providing an advertiser an ability to integrate a right to feature advertising content in an interactive game accessible on a computer network wherein:

one or more advertising images or messages are incorporated into the game; and

one or more players access initial advertising material associated with the one or more advertising images or messages as a prerequisite to playing the game; and

the advertising material is accessible independent of accessing the advertiser's website.

Claim 9 (presently amended) The method of claim 8 wherein at least one of the one or more advertising images or messages is an active element of the game.

Claim 10 (presently amended) The method of claim 8 wherein the interactive game is a trivia game and the ~~associated~~ one or more advertising images or messages ~~material~~ provides clues to answer trivia questions.

Claim 11 (original) The method of claim 8 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 12 (original) The method of claim 8 further comprising providing one or more prizes to one or more winning players.

Claim 13 (presently amended) The method of claim 8 wherein the game is contained on a template, the template having a plurality of fields, the method further comprising:

entering the one or more advertising images or messages into one or more fields in the template; and

entering the initial advertising material into one or more fields in the template.

Claim 14 (presently amended) The method of claim 13 further comprising:

prompting a player to input player information; and

selecting one or more advertising images or messages and initial advertising material based on the player information.

Claim 15 (original) The method of claim 8 further comprising:

compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

Claim 16 (original) The method of claim 8 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 17 (original) The method of claim 8 further comprising:

placing the interactive game into a computer advertising spot.

Claim 18 (presently amended) A computer readable medium having stored thereon computer software instructions for execution by a central processing unit to cause a computer system to perform the steps of~~In a computer system, an advertising game played by one or more players comprising:~~

displaying one or more initial advertising images or messages; and,

displaying one or more prompts for the one or more players to access advertising material associated with the one or more initial advertising images or messages as a prerequisite to playing~~an~~ the interactive game; and

~~wherein the advertising material is accessible independent of accessing an advertiser's website.~~

Claim 19 (presently amended) The computer readable medium~~advertising game~~ of claim 18 wherein the advertising material~~at least one advertising image~~ is an active element of the game.

Claim 20 (presently amended) The computer readable medium~~advertising game~~ of claim 18 wherein the game is a trivia game and the associated advertising material provides clues to answer trivia questions.

Claim 21 (presently amended) The computer readable medium~~advertising game~~ of claim 18 further comprising software instructions for performing the additional steps of:

prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 22 (presently amended) The computer readable medium~~advertising game~~ of claim 18 further comprising software instructions for performing the additional steps of:

providing one or more prizes to one or more winning players.

Claim 23 (presently amended) The computer readable medium~~advertising game~~ of claim 18 further comprising software instructions for performing the additional steps of:

compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

Claim 24 (presently amended) The computer readable medium~~advertising game~~ of claim 18 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 25 (presently amended) A computer data signal embodied in a transmission medium to execute an advertising game on a computer network, wherein the computer data signal comprises one or more code segments which when executed on a computer causes the computer to perform the steps of~~comprising:~~

displaying one or more initial advertising images or messages; and,

displaying one or more prompts for the one or more players to access the one or more initial advertising images or messages as a prerequisite~~additional advertising material~~ to playing the interactive game, said interactive game including at least one additional advertising image or message; and

wherein the advertising material is executed by the data signal independent of accessing an advertiser's website.

Claim 26 (presently amended) The computer data signal of claim 25 wherein at least one additional advertising image or message is an active element of the game.

Claim 27 (presently amended) The computer data signal of claim 26 wherein the game is a trivia game and the at least one additional advertising image or message associated advertising material provides clues to answer trivia questions.

Claim 28 (presently amended) The computer data signal of claim 27 further comprising one or more additional code segments which when executed on a computer causes the computer to perform the steps of:

prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 29 (presently amended) The computer data signal of claim 28 further comprising one or more additional code segments which when executed on a computer causes the computer to perform the steps of:

providing one or more prizes to one or more winning players.

Claim 30 (presently amended) The computer data signal of claim 29 further comprising one or more additional code segments which when executed on a computer causes the computer to perform the steps of:

compiling information on the one or more players; and  
tailoring advertising content of the interactive game to the one or more players.

Claim 31 (original) The computer data signal of claim 30 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

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Claim 32 (presently amended) A computer readable medium having stored thereon a computer software template for an interactive game, the game used for advertising in a computer system, the computer software template comprising instructions for execution by a central processing unit to cause a computer system to perform the steps of:

implementing an interactive game format;

processing data from one or more initial advertising image or message fields; and

processing data from one or more advertising material fields.

Claim 33 (presently amended) The computer readable medium of template of claim 32 wherein the game is selected from the group consisting of trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

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Claim 34 (presently amended) The computer readable medium of template of claim 32 wherein the interactive game is a trivia game and the advertising material provides clues to answer trivia questions.

Claim 35 (presently amended) The computer readable medium of template of claim 32 further comprising instructions for execution by a central processing unit to cause a computer system to perform the additional steps of:

processing data from one or more prize information fields.

Claim 36 (presently amended) The computer readable medium of template of claim 32 further comprising instructions for execution by a central processing unit to cause a computer system to perform the additional steps of:

processing data from player information fields; and

processing data from audience targeting programming to customize the interactive game based on player information;

wherein the audience targeting programming matches player information to advertising images and advertising material to be incorporated into the interactive game.

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Claim 37 (new) The method of claim 1, wherein the at least one initial advertising image or

message is accessible independent of accessing an advertiser's website.

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Claim 38 (new) The method of claim 8, wherein the initial advertising material is accessible independent of accessing an advertiser's website.

Claim 39 (new) The computer readable medium of claim 18, wherein the one or more initial advertising images or messages are accessible independent of accessing an advertiser's website.

Claim 40 (new) The computer data signal of claim 25, wherein the one or more initial advertising images or messages are accessible independent of accessing an advertiser's website.

Claim 41 (new) The method of claim 4, wherein said advertising material is selected from the group consisting of: images of products, marketing messages, logos, taglines, and jingles.